

## **PURPOSE**

The purpose of WOUB's equal employment opportunity (EEO) Public File Report is to meet and comply with the Federal Communications Commission (FCC) rules for broadcasters and multi-channel video program distributors, which became effective on March 10, 2003. Under the specific EEO program requirements, broadcasters must comply with three key components: (A) outreach/recruitment, (B) recordkeeping and reporting, and (C) self-analysis of EEO efforts. The FCC has established a three-pronged outreach and recruitment requirement. Prong 1 requires broadcasters to recruit for all full-time vacancies and widely disseminate information concerning each full-time vacancy. Prong 2 requires broadcasters to provide notification of all full-time job vacancies to organizations who request such notifications. Prong 3 requires broadcasters to engage in a certain number of longer-term recruitment initiatives from a "menu" of options, depending on the size of the station employment unit. WOUB is required to engage in four recruitment initiatives over a two-year period.

## **CONTENTS**

This Public File Report will provide the following information:

- A list of all full-time jobs filled by WOUB during the previous year, identified by job title;
- For *each* such vacancy, a list of the recruitment sources used to fill those vacancies (including organizations entitled to notification pursuant to Prong 2, which should be separately identified), identified by name, address, contact person and telephone number;
- For each full-time vacancy during the previous year, the recruitment source for the person hired, and the recruitment source for *each* person interviewed;
- Data reflecting the total number of persons interviewed for full-time vacancies during the preceding year and the total number of interviewees referred by each recruitment source utilized in connection with such vacancies;
- A list and brief description of outreach activities (Prong 3) initiatives implemented during the previous year.

## **REPORTING AND FILING**

Annually, on the anniversary of the date that WOUB is required to file its license renewal application (currently June 1), WOUB will place the EEO Public File Report in its public inspection file and on its website. This report is not filed with the FCC annually, but on two occasions during the eight-year license term: (1) when WOUB files its license renewal application, it will need to include the EEO Public File Reports for the past two years, and (2) when WOUB files the Broadcast Mid-Term Report, it will need to include the EEO Public File Reports for the past two years.

<b>WOUB Public Media at Ohio University, Athens, Ohio</b> <b>Stations WOUB-TV, WOUB(AM), WOUB-FM, Athens, Ohio</b> <b>June 1, 2012 – May 31, 2013</b> <b>Full-Time Positions Filled</b>						
<b>Full-Time Position</b>	<b>Position Title</b>	<b>Date Open</b>	<b>Date Filled</b>	<b>Recruitment Source(s) utilized to fill the vacancy, including organizations entitled to notification</b>	<b>Number Interviewed</b>	<b>Number Hired</b>
1	On-Air Coordinator	8/17/12	10/3/12	Ohio University employment website <a href="https://www.ohiouniversityjobs.com/">https://www.ohiouniversityjobs.com/</a> PBS Connect <a href="http://connect.pbs.org">http://connect.pbs.org</a> CPB Jobline <a href="http://cpb.org/jobline/">http://cpb.org/jobline/</a> Higher Ed Jobs <a href="http://www.higheredjobs.com">http://www.higheredjobs.com</a> TVjobs.com <a href="http://www.tvjobs.com/">http://www.tvjobs.com/</a> Ohio Means Jobs <a href="http://ohiomeansjobs.com">http://ohiomeansjobs.com</a> Direct email to eight PBS stations in Ohio Various veteran recruitment job boards Social Media (WOUB Public Media Facebook site, Twitter)	2	1
2	Digital News Editor	7/25/12	10/29/12	Ohio University employment website <a href="https://www.ohiouniversityjobs.com/">https://www.ohiouniversityjobs.com/</a> The Athens Messenger (Newspaper) Classified ad PBS Connect <a href="http://connect.pbs.org">http://connect.pbs.org</a> CPB Jobline <a href="http://cpb.org/jobline/">http://cpb.org/jobline/</a> Higher Ed Jobs <a href="http://www.higheredjobs.com">http://www.higheredjobs.com</a> TVjobs.com <a href="http://www.tvjobs.com/">http://www.tvjobs.com/</a> National Association of Hispanic Journalists <a href="http://www.nahj12.com/">http://www.nahj12.com/</a>	4	1

2 continued				Native American Journalists Association <a href="http://www.naja.com/">http://www.naja.com/</a> Broadcast Education Association <a href="http://www.beaweb.org/">http://www.beaweb.org/</a> The Columbus Dispatch (Newspaper) classified ad Parkersburg News and Sentinel (Newspaper) classified ad Ohio Means Jobs <a href="http://ohiomeansjobs.com">http://ohiomeansjobs.com</a> Monster <a href="http://www.monster.com/">http://www.monster.com/</a> Direct email to eight PBS stations in Ohio Various veteran recruitment job boards Social Media (WOUB Public Media Facebook site, Twitter)		

**Information Regarding Recruitment Sources Contacted for Full-Time Vacancies**

**June 1, 2011 – May 31, 2012**

<b>No.</b>	<b>Recruitment Source</b> [Company Name, Address]	<b>Contact Person</b> [Name, Telephone]	<b>Total Interviewed</b>	<b>Entitled To Notification?</b> [Y/N]
1	Ohio University employment website	Ohio University Human resources 740 593-1645 <a href="https://www.ohiouniversityjobs.com/">https://www.ohiouniversityjobs.com/</a>	6	Y
2	PBS member station Forums PBS Connect	None, self-posted <a href="http://connect.pbs.org">http://connect.pbs.org</a>		N
3	CPB Job search Forum (PBS & NPR) CPB Jobline	None, self-posted <a href="http://cpb.org/jobline/">http://cpb.org/jobline/</a>		
4	Higher Ed Jobs	None, self-posted <a href="http://www.higheredjobs.com">http://www.higheredjobs.com</a>		N
5	Ohio Means Jobs (includes Veteran job board sites)	None, self-posted <a href="https://ohiomeansjobs.com">https://ohiomeansjobs.com</a>		N
6	TV Jobs	None, self-posted <a href="http://www.tvjobs.com/">http://www.tvjobs.com/</a>		N
7	e-Mail messages to colleagues at the other seven Ohio PBS stations	WOSU, WPTD, WNEO, WBGU, WGTE, WVIZ, WCET		N
8	Social Media (Facebook, Twitter)	WOUB Public Media		N
9	National Association of Hispanic Journalists	<a href="http://www.nahj12.com/">http://www.nahj12.com/</a>		N
10	National Association of Black Journalists	<a href="http://www.nabj.org/">http://www.nabj.org/</a>		N
11	Broadcast Education Association	<a href="http://www.beaweb.org">http://www.beaweb.org</a>		N
12	Monster.com	<a href="http://www.monster.com/">http://www.monster.com/</a>		N
13	Native American Journalists Association	<a href="http://www.naja.com/">http://www.naja.com/</a>		N

	<b>Print Sources (newspapers)</b>			
1	The Athens Messenger	Ronda Wallace 740 593-6612 ext. 212 Classified Advertising Manager		N
2	The Athens News	Marcey Williams 740 592-9695 Classified Advertising Manager		N
3	The Columbus Dispatch	614 888-8888		N
4	The Parkersburg News and Sentinel	304 485-1891		N
		<b>TOTAL</b>	<b>6</b>	

**NOTE: WOUB Public Media follows all policies and procedures of licensee Ohio University, an instrumentality of the State of Ohio, for hiring and EEO. In compliance with Ohio University Human Resources guidelines, applicants are asked to provide referral sources on an optional/voluntary basis**

### Prong 3 Longer-Term Recruitment Initiatives Implemented

June 1, 2011 – May 31, 2012

No.	Date	Initiative	Description	Scope of Involvement	Personnel Involved
1	Aug 2012 (Annual event)	<b>Co-Hosting/Sponsoring of Student Broadcast Opportunities Career Fair</b> with organizations in the academic, business, and professional community whose membership includes substantial participation by women and minorities.	Ohio University Outreach Expo, Ohio University Student Involvement Fair and Scripps College of Communication freshman kickoff event, all conducted at the Ohio University main campus in Athens	Representation and distribution of marketing, informational, promotional, and career opportunity materials to college students and college graduates.	Mike Rodriguez, Director of Student Professional Development
2	Aug. 2012 Ongoing	<b>Establishment of Internship Program designed to assist members of community acquire skills needed for broadcast employment.</b> Informational meetings and ongoing training via the Student Professional Development Program to train student volunteers in practical and professional operations of public broadcasting in radio and television, to include working in an environment where no person is discriminated against in employment because of race, color, religion, national origin, or sex.	Ohio University students and volunteers work in all aspects of production of public radio and television programming In this reporting period  WOUB Public Media worked with approximately 150 to 200 students working in paid, volunteer, and class laboratory settings. Our news department alone unitizes 75 students per academic year in various positions	Students and volunteers receive hands-on training and mentoring.	Mike Rodriguez, Director of Student Professional Development  WOUB Radio and TV staff
3	Aug. 2012 Ongoing	<b>Participation in at least four events or programs sponsored by educational</b>	Three different students participate in graduate level study for a career with	Originally funded by the Corporation for Public Broadcasting (CPB), the costs are	Thomas S. Hodson JD, , Director and General Manager

		<b>institutions relating to career opportunities in broadcasting.</b> Graduate Masters Degree Program in public broadcasting management for students who are women and people of color <b>This program is ongoing but the student participants are new applicants each year.</b>	specialized skills through course work in the School of Media Arts and Studies and professional work at the WOUB Center for Public Media. Students receive \$15,000 plus tuition for four quarters. Requirements are three years of full-time work in public broadcasting, and a baccalaureate degree, with at least a 2.5 grade point average.	now absorbed by Ohio University since funding from CPB ceased. Ohio University has supported this effort solely for at least ten years. WOUB Center for Public Media staff provides professional mentoring, training, and advisory support.	Berman Professor of Communication, Scripps College of Communication Associate Professor, E. W. Scripps School of Journalism  WOUB Radio and TV staff
4	Aug. 2012 May 2013  Oct. 17, 2012  Feb. 2013	<b>Participate in at least four events, including conventions, career days, workshops, and similar activities. Sponsored by organizations representing groups present on the community interested in broadcast employment issues.</b> Different staff members participated in local and regional activities.	RTDNA (Radio Television Digital News Association)  OU Homecoming professional development session.  Schuneman Symposium (Journalism and New Media)	Monthly professional Development Sessions  Students spent the day working with alumni who are currently working in the Broadcast Journalism field.  Symposium sponsored by the Scripps School of Journalism encompassing national journalism professionals. Students and staff were released from schedules to attend seminars.	Mike Rodriguez, Director of Student Professional Development  Tim Sharp News Director WOUB Radio and TV staff  Thomas Hodson Director and General Manager WOUB Public Media
4 Continued	April 26, 2013		We Are STEM, Is a collaboration of 14 Ohio colleges and universities. We are STEM is designed for girls interested in traditionally	Three thousand girls in grades seven through ten from around Ohio participated in a state-wide program the program consists of students taking	Jessica Makowsky OULN Operations Supervisor, Program Mentor

	April 30, 2013		<p>male-dominated programs. One area of study was broadcasting with a hands-on laboratory session conducted at Hocking College.</p> <p>NATAS (National Academy of Television Arts &amp; Sciences) Ohio Valley Regional Chapter</p>	<p>tours, listening to speakers and engaging in activities to learn more about career paths in these fields. The program was cosponsored by The Ohio IT Business Advisory Network is co-sponsoring the program with the Ohio Department of Education's Office of Career-Technical Education.</p> <p>Presentation for students presented by the Associated Press. Student production awards and scholarship information session</p>	<p>Cheri Housley NATAS Administrator Mike Rodriguez, Director of Student Professional Development and NATAS Board Member</p>
5		For other initiatives implemented during the 2-year term, see the EEO Public File Report for prior years.			